



Cross Federal Engagement in eHealth



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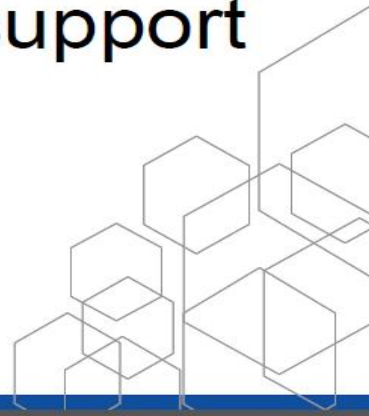
CLINICAL TRIALS
RESEARCH UNIT

mHealth programs can be

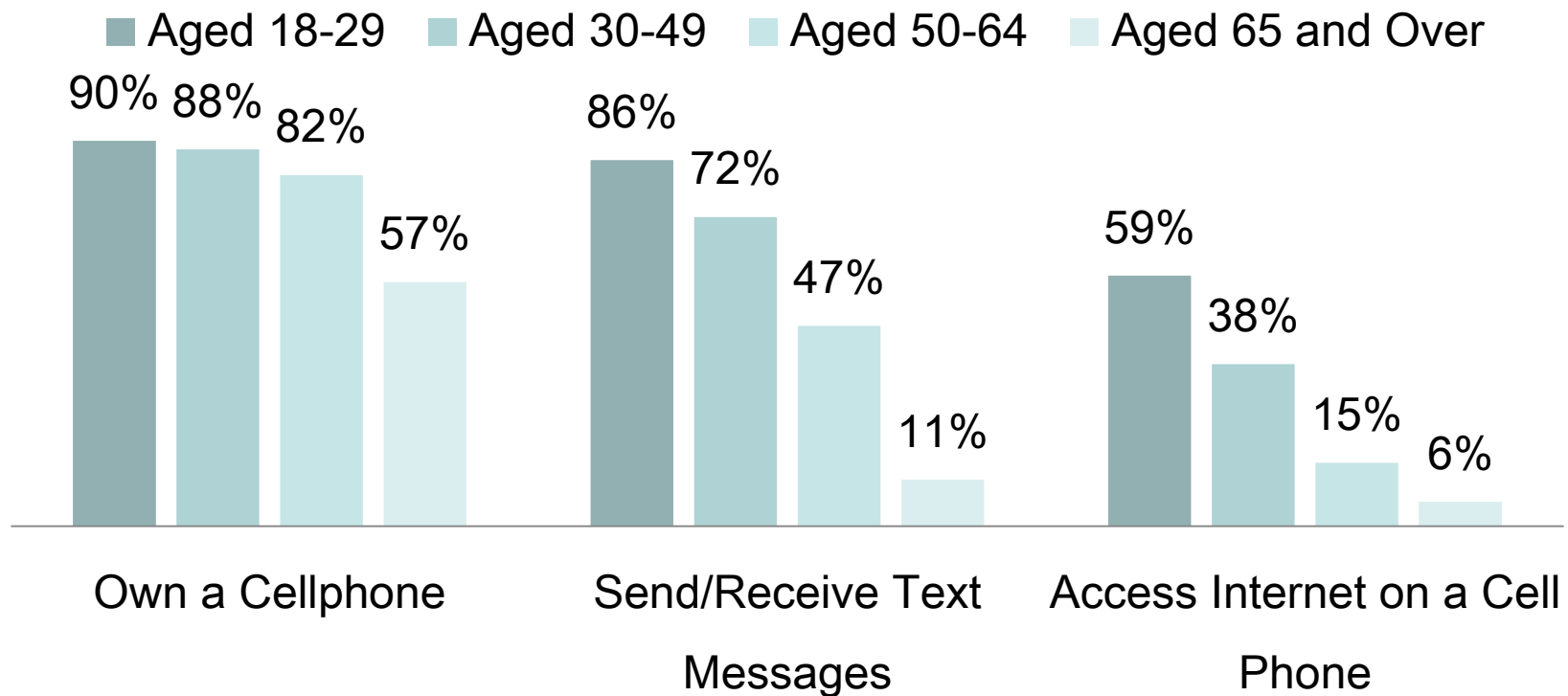
HEALTHY
BEHAVIOR
CHANGE

CHRONIC
DISEASE
MANAGEMENT

- integrated into daily life
- proactive
- there at the 'right' times
- personal/ised
- interactive
- on-going
- providing social support

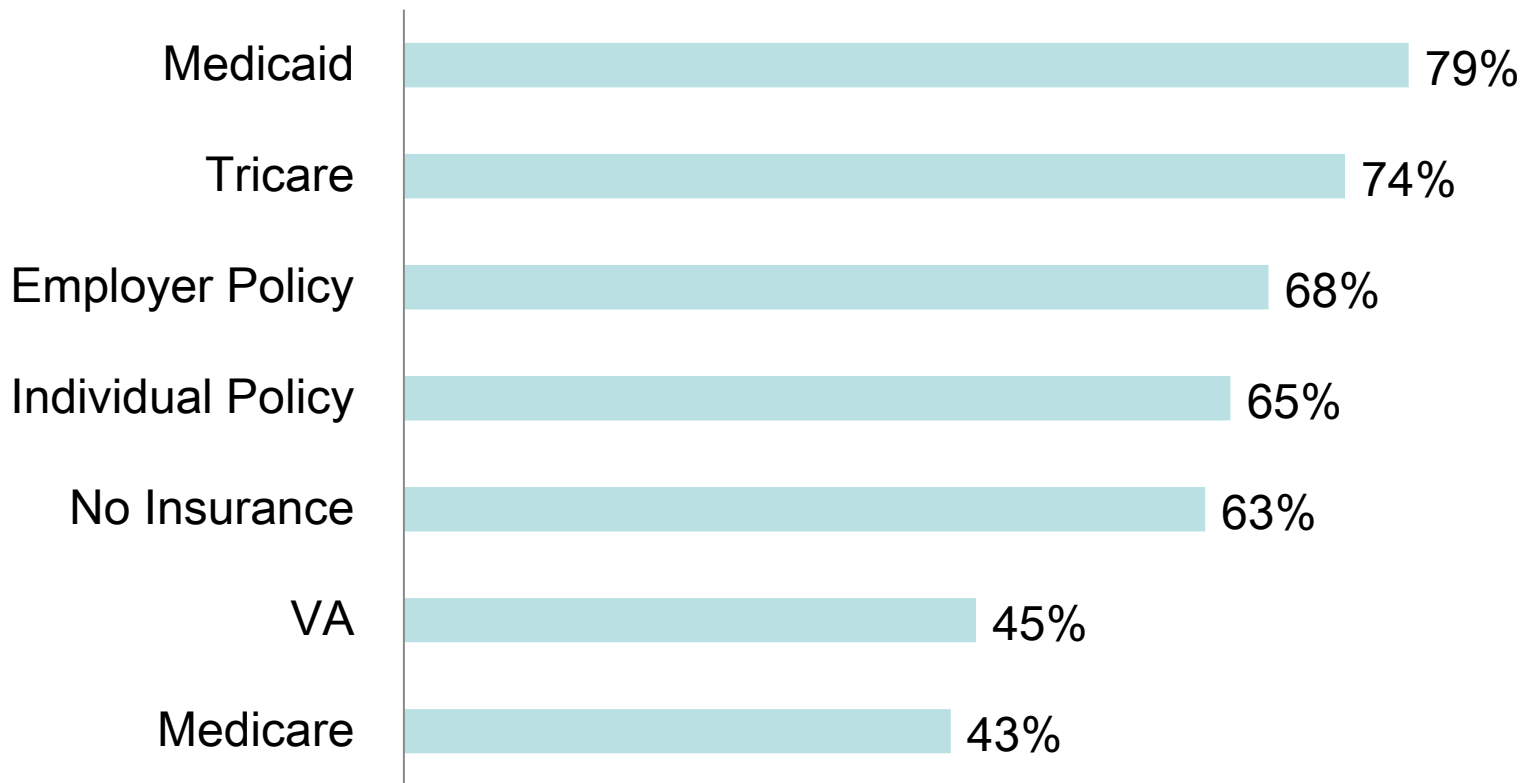


Utilization of Mobile Technology



Source: Pew Research Center's Internet & American Life Project, April 29-May 30, 2010 Tracking Survey.
N=2,252 adults 18 and older, including 1,917 cell phone users. *** = significant difference compared with all

SMS Utilization by Insurance Coverage



Source: Pricewaterhouse Cooper HRI Study, 2010,
http://apps4android.org/hhc/New_business_models_delivering_care_anywhere_chart_pack.pdf



Federal mhealth Collaborative



- Purpose:
 - Information sharing
 - Learning forum
 - Opportunities for collaboration
- Discuss recent federal activities in mhealth
- Outline opportunities for collaboration
- Presentations on mhealth projects and activities



Federal mhealth Collaborative



Listserv currently > 90 members



Representation from many HHS Entities

Centers for Disease Control
Centers for Medicare & Medicaid Services
Office of the National Coordinator for HIT
Food & Drug Administration
Indian Health Services

Representation from Other Federal Agencies:

- White House Office of Science and Technology Policy (OSTP)
- Federal Communications Commission (FCC)
- National Institute for Standards & Technology (NIST)
- Department of Defense (DoD)
- Department of Veterans Affairs (VA)



Federal mhealth Collaborative



- Examples of Presentations:

- Texting programs in New Zealand
- Texting programs in Africa
- Promotion of text4baby
- FDA proposed guidance on regulating mobile health
- Apps to locate nearest health care provider & make online appts
- Text2quit- smoking cessation for adolescents
- Beacon Communities- diabetes patient activation campaign
- Office of Minority Health diabetes program





Examples of Federal mHealth Programs

- Smoking Cessation- National Institutes of Health
- Diabetes Risk Assessment- Office of National Coordinator
- Healthy Lifestyle for Kids- Health Resources & Services Admin.
- Diabetes Treatment- Office of Minority Health
- Text4Baby- Public/Private Partnership

A Brief History of the Smokefree Family

- **2003 Smokefree.gov**
 - ✓ Focus on cessation resource
 - ✓ Multiple updates and iterations
- **2009 Women.Smokefree.gov**
 - ✓ Expanded interactivity
 - ✓ Incorporation of social media
- **2011 Smokefree Teen**
 - ✓ Multi-platform intervention



Example Messages

SmokefreeTXT: Who made the winning shot? Basket? Goal? Good thing you quit smoking. Now you dont have to miss the end of the game b/c you were outside smoking.

SmokefreeTXT

Quitting: on your phone, on your terms.

SmokefreeTXT: 1 week smokefree! Dont look back now :) Mark your calendar and do something special today to celebrate this milestone!

SmokefreeTXT: Almost the big day! Toss your pack in the trash before you go to bed tonight and get plenty of sleep. Tomorrow its ON! Text STOP 2 stop.

SmokefreeTXT: Whatever the reason for slipping, it isnt good enough to keep smoking for the rest of your life. Get back at it & avoid temptations next time k?!

Keyword response for "UHOH"

*SmokefreeTXT: Careful you dont sub food for cigs. Try grapes, carrots or gum if u need something in your mouth. More on healthy eating:
<http://go.usa.gov/8WB>*



Diabetes Patient Activation using mhealth



NEWS RELEASE

For Immediate Release

Embargoed Until
Saturday, June 25, 2011 2:00 PM PDT

Contact: Christine Feheley (703) 253-4374
Colleen Fogarty (703) 549-1500, ext. 2146

News Room: June 24-28, 2011
Room 15, Mezzanine level, San Diego Convention Center
(619) 525-6213

American Diabetes Association Uses Information Technology to Improve Diabetes Prevention, Management in Beacon Communities *Joins CDC and ONC to Target Detroit and New Orleans with Mobile Health IT Campaigns*

June 25, 2011 (San Diego, California) – The American Diabetes Association, the Centers for Disease Control and Prevention (CDC) and the Office of the National Coordinator for Health Information Technology (ONC) have joined forces in a nationwide program to increase the use of health information technology (IT) in helping individuals better prevent and manage diabetes and its complications, with a special emphasis focusing on

WELCOME MESSAGE

Message to Participant



HIGH RISK ASSESSMENT

Message to Participant



WEIGHT-SPECIFIC RISK

Message to Participant



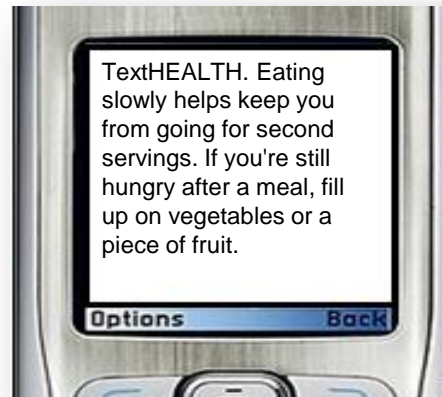
ACTIVITY GOAL MESSAGE

Message to Participant



DIET MESSAGE

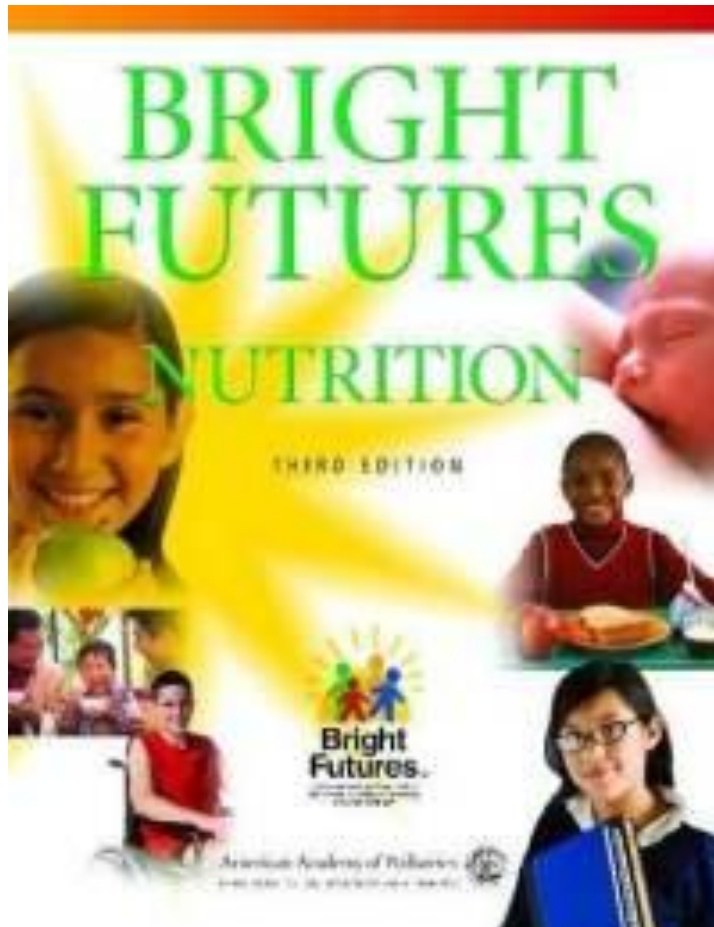
Message to Participant




EXERCISE MESSAGE

Message to Participant





Consistent Meal Times

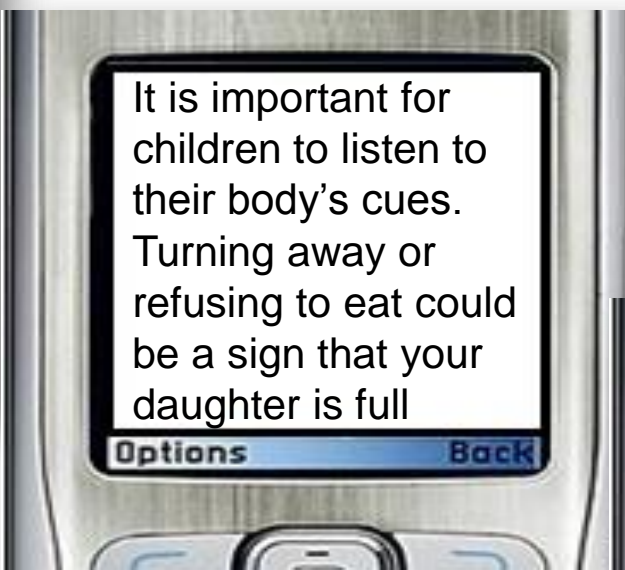


Did you know feeding your toddler 3 meals and 2 snacks at regular times can help prevent hunger and temper tantrums?

Options

Back

Following Child's Cues At Mealtimes




It is important for children to listen to their body's cues. Turning away or refusing to eat could be a sign that your daughter is full

Options

Back

Encouraging Autonomous Behavior



Your toddler is becoming more independent. Giving choices between 2-3 healthy foods can help you stay in control at mealtimes.

Options

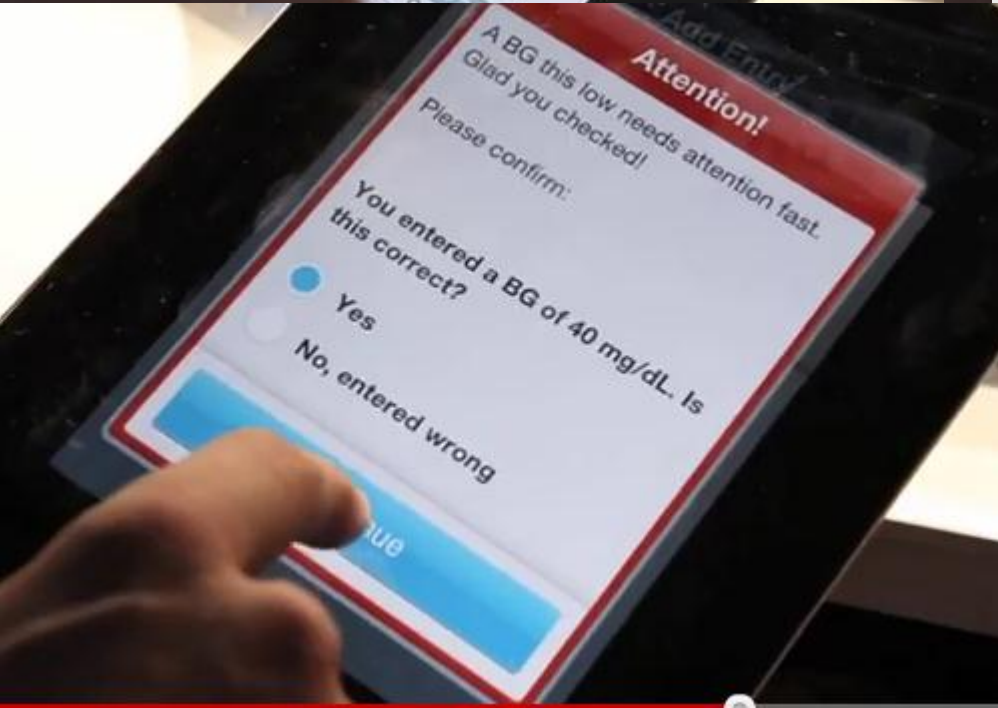
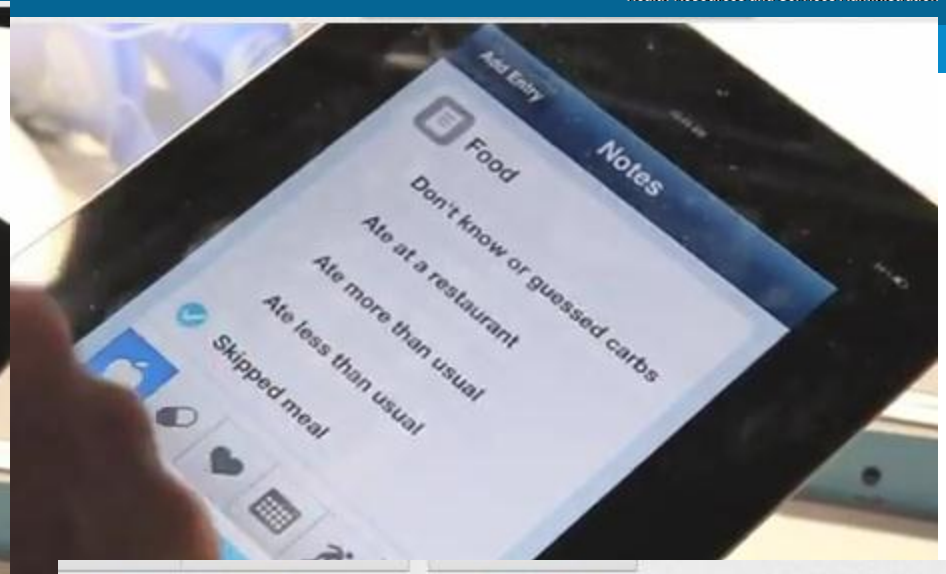
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Diabetes Self-Management



- Partners:
 - Office of Minority Health
 - American Association of Diabetes Educators (AADE)
 - AT&T
- Evidence based diabetes self-management interventions delivered by mobile health programming
- Focus on underserved minority community in Dallas





Text4Baby- Federal Promotion

- Tweeting
- Outreach to State Medicaid /CHIP directors
- CDC e-cards in English & Spanish
- Emails
 - All Community Health Centers
 - State, local, tribal health officials
 - Title V Directors (maternal & child health)
- Present to National Governor's Association
- Informational materials included with new SSN cards



text4babySM

A free service of the
National Healthy Mothers, Healthy Babies Coalition

- Awarded to Mathematica Policy Research Sept 2010
 - Funding from multiple HHS offices
 - Advised by cross-department Technical Advisory Group
- Focus on:
 - Health Communication & Technology
 - Behavior Change
 - Utilization
- Evaluation components
 - Qualitative: stakeholder interviews, consumer focus groups, key informant interviews
 - Quantitative: consumer survey, EHR data abstraction



- Kickoff Meeting: April 8, 2011
- Over 30 individuals in attendance
- Presentation by Aneesh Chopra
- Agreement to work across federal agencies to coordinate our efforts around telehealth



Goals for Former White House CTO

- Promote wireless technology
- Encourage entrepreneurship
- Advance use of internet
- “Open Government”
- Quality & Cost





Participants



Department of Agriculture

Department of the Army

Department of Health & Human Services:

- Agency for Healthcare Research & Quality

- Assistant Secretary for Preparedness & Response

- Centers for Disease Control & Prevention

- Centers for Medicare & Medicaid Services

- Food & Drug Administration

- Health Resources & Services Administration

- Indian Health Service

- National Institutes of Health

- Office of the National Coordinator for Health IT

- Substance Abuse & Mental Health Services Administration

Department of Homeland Security

Department of Veteran's Affairs

Federal Bureau of Prisons

Federal Communications Commission

National Center for Telehealth & Technology

National Highway Traffic Safety Administration

Department of Homeland Security

National Aeronautics & Space Administration

National Institute of Standards & Technology

National Science Foundation

National Telecommunications & Information Administration



Activities



- Inventory of all Federal telehealth activities
- Sub-workgroups focused on priority topics:
 - Access
 - Public Education
 - Technology/Innovation/Standards
 - Health IT Integration
 - Mobile Health*
 - Telemental Health*
- Presentations to better understand synergies and opportunities to partner

*Already in existence prior to establishment of FedTel



Specific Examples



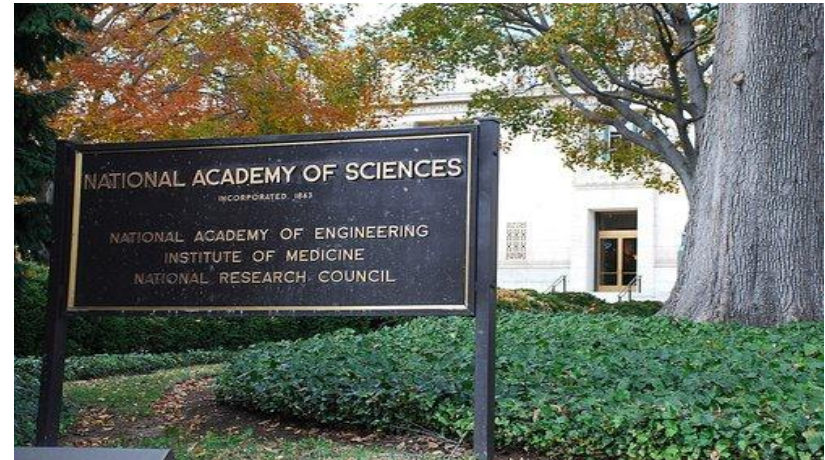
- **NASA:** National Space Biomedical Research Institute
- **USDA** – Distance Learning & Telemedicine Program
- **HRSA** - Telehealth for Children & Youth with Epilepsy
- **FCC** - Universal Service Fund Rural Health Care Program
- **NSF** - Smart Health and Wellbeing Program

IOM Meeting

IOM Workshop on The Role of Telehealth in an Evolving Health Care Environment

Planning Committee

- Karen Rheuban, Chair
- Nina Antoniotti
- Kamal Jethwani
- Spero Manson
- Thomas Nesbitt
- Sherilyn Pruitt



Next Steps for eHealth?

Meaningful Use:

stage II: Secure Messaging

stage III: “Electronic self-management tools”





Contact Information



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